

William Herp

From:

Harvard Business School Publishing

Sent:

Wednesday, December 16, 1998 9:19 PM

To:

William Herp

Subject:

== NEW INSIGHTS from Harvard Business Review

Harvard Business School Publishing Corporation Boston, Massachusetts USA

Thursday, December 17, 1998

Dear William Herp.

On Thursday, December 3rd, we wrote you regarding a special offer on The Harvard Business Review Paperback Series. Since we have not heard back, we wanted to follow up before this special offer closes. If you are simply not interested, we apologize for the intrusion. Below please find the original offer in its entirety.

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FIGURE IA

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Please also review and update the address information below so that we can process your request promptly.

FIRST NAME: [William] LAST NAME: [Herp] TITLE: [President] 16 COMPANY: [E-Care Group Inc.] **DEPARTMENT:** ADDRESS1: [1646 Massachusetts Ave] ADDRESS2: ADDRESS3: []

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William Herp

From: Sent: Harvard Business School Publishing Monday, February 08, 1999 8:25 PM

To:

o: William Herp

Subject:

** A Free No-Obligation Trial from Harvard

From the Desk of Laura Winig Harvard Business School Publishing Corporation Boston, Massachusetts

Monday, February 8, 1999

~~INTRODUCING ~~

BENCHMARKING a new three-part video series from Harvard Business School Publishing Corporation

To take *BENCHMARKING* for a no-obligation 14-day test drive, simply reply to this e-mail with the word "YES" in the subject line

Dear William Herp:

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Discover how new practices can be applied to your organization — with impressive and measurable results — in Benchmarking, an innovative three-part video series. We'll take you deep inside profiled companies such as Mobil Oil, GTE, and SunHealth to learn how they identified "best of class" companies to benchmark in order to improve their own performance.

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Benchmarking for Continuous Improvement, Benchmarking Core Processes, and Benchmarking Outside the Box bring you firsthand commentary from senior executives, industry experts, and front-line personnel in a fast-paced documentary style that generates interest, understanding, and enthusiasm for these important ideas. These videos will stimulate discussion and provide guidelines to help you develop an action plan for your organization.

May I send you Benchmarking for a free, no-obligation trial? Simply reply to this e-mail with the word "Yes" in the subject line and we'll send you the program to try with our compliments. We'll send you this innovative series right away. After 14 days, we will mail you an invoice for \$1190 (a savings of \$595 versus the individual video price of \$595 each).

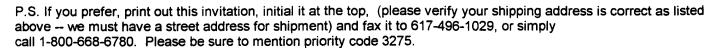
If you are not completely satisfied with Benchmarking simply return it to us. You will owe nothing. Why wait to learn how successful change management can dramatically enhance your organization's performance?

Sincerely,

FIGURE 2A

Laura Winig

Director



CONTACT INFORMATION

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If you wish to unsubscribe from special offer mailings, please reply to this e-mail message with the word "UNSUB" at the top of your reply.

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BILL COMPANY:	[E-care Group Inc.	i	
BILL DEPARTMENT:	1		
BILL ADDRESS1:	[1646 Massachusetts Ave	1	
BILL ADDRESS2:	[1
BILL ADDRESS3:	Ī		i
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